

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: James K. Beriker, et al )  
SERIAL NO.: 09/653,840 ) Group No. 2178  
FILED: 09/01/2000 ) Examiner: Dang, T. Nguyen  
FOR: AUCTION-BASED SEARCH ENGINE )

AMENDMENT

Assistant Commissioner of Patents  
Washington, D.C. 20231

Sir:

Transmitted Herewith is a combined Amendment in response to the Office Action of November 30, 2004 in the above-identified application.

- ☒ The commissioner is hereby authorized to charge any additional filing fees associated with this communication to our Deposit Account No. 14-1131.
- ☒ If an additional extension of time is required, please consider this a petition therefor and charge any additional fees which may be required to Deposit Account No. 14-1131. (A duplicate copy of this sheet is enclosed.)

Robert P. Greenspoon  
Registration No. 40,004  
NIRO, SCAVONE, HALLER & NIRO  
181 West Madison Street - Suite 4600  
Chicago, Illinois 60602  
(312) 236-0733

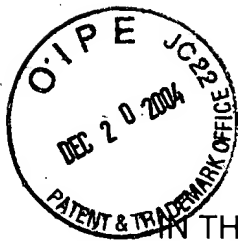
Date: December 14, 2004

I certify that this document and enclosed fee is being deposited on December 14, 2004 with U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Assistant Commissioner for Patents, Washington DC 20231

Signature of Person Mailing Correspondence

Hannah Martin

Typed or Printed Name of Person Mailing Correspondence



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:	James K. Beriker	)	
	Martha S. Gold	)	
	Andrew B. Gold	)	
	Daniel N. Meredith	)	
	Rayford L. Sims	)	
	Alan P. Trzcinko	)	
		)	
Serial No.:	09/653,840	)	Group Art Unit: 2178
		)	
Filed:	September 1, 2000	)	Examiner: Dang T. Nguyen
		)	
For:	Auction-Based Search Engine	)	Docket No. 3551
		)	

Honorable Commissioner of  
Patents and Trademarks  
Washington, D.C. 20231

**RESPONSE TO OFFICE ACTION MAILED NOVEMBER 30, 2004**

Dear Sir:

Applicants respectfully traverse the rejections within the Examiner's Office Action dated November 30, 2004.

**Remarks**

There are five claims in the instant application, with claim 1 being the only independent claim. The Examiner rejected claims 1-5 under 35 U.S.C. § 103(a) as being unpatentable for obviousness over Pulliam et al., U.S. Patent No. 6,609,108, in view of Barrett et al., U.S. Patent No. 6,400,381. The rejections are in error, and we respectfully traverse them.

Claim 1 in its entirety recites:

1. A method of generating a target list of customers comprising the steps of: